

# Heroes at Home Discount Card Program

DEAR MONROE COUNTY BUSINESS OWNER:

**W**e would like to invite you to join a very important and exciting program that is taking place throughout our county, the Monroe County Heroes at Home Veteran Discount Card Program.

This initiative is a way that our community can recognize the service and sacrifices made by veterans and individuals currently on active duty. Under the Heroes at Home Veteran Discount Card Program, eligible individuals will receive a picture I.D. card identifying them as an honorably discharged veteran or as an individual currently on active duty. Participating county merchants would agree to honor the card by providing discounts on purchases or services.



The County will provide a window poster identifying the merchant as a participant in the program. The participating merchant's name, address and discount particulars will be listed in a pamphlet, which will be distributed periodically and updated constantly on the Heroes at Home website.

Involvement in the program is beneficial to businesses that will realize increased traffic and sales but more importantly is a way businesses can join us in demonstrating our sincere appreciation and support for the efforts of those who keep us safe and fight for our freedom.

Sincerely,

MAGGIE BROOKS  
County Executive

CHERYL DINOLFO  
County Clerk

COL. JAMES D. MCDONOUGH, JR.  
Veterans Outreach Center



VETERANS  
OUTREACH CENTER Inc.  
★ Serving Those Who Serve U.S. ★

MONROE COUNTY  
**HEROES at HOME**  
VETERAN DISCOUNT CARD



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Please use this form to enroll your business in the Monroe County Heroes at Home Veteran Discount Card Program. Be sure to include the official name of your business, its address, hours, and discount specifications. This form must be signed by the business owner and returned to the Veterans Outreach Center.

**RETURN BY MAIL TO:**

Veterans Outreach Center  
459 South Avenue  
Rochester, NY 14620

**RETURN BY FAX TO:**

(585) 546-5234

## MERCHANT ENROLLMENT FORM

\_\_\_\_\_  
**BUSINESS NAME**

\_\_\_\_\_  
**ADDRESS**

\_\_\_\_\_  
**PHONE NUMBER**

\_\_\_\_\_  
**HOURS**

**% DISCOUNT SPECIFICATIONS (CHECK ONE)**

☐ 10%    ☐ 15%    ☐ 20%    ☐ 25%    ☐ OTHER \_\_\_\_\_

**IS THIS A VETERAN-OWNED BUSINESS?**

☐ YES    ☐ NO

**LIMITATIONS OR CONDITIONS (PLEASE LIST)**

\_\_\_\_\_  
**BUSINESS OWNER NAME (PRINT)**

\_\_\_\_\_  
**SIGNATURE**

\_\_\_\_\_  
**DATE**

**QUESTIONS?** Call the Veterans Outreach Center at (585) 546-1081